Proposed Synopsis for the Ph. D. Degree in Commerce

"IMPACT OF DIGITAL MARKETING ON MICRO, SMALL AND MEDIUM ENTERPRISES IN AURANGABAD DISTRICT"

Swami Ramanand Teerth Marathwada University, Nanded.

Synopsis
For the Degree of
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Impact of Digital Marketing on Micro, Small and Medium Enterprises in Aurangabad District

Introduction:

Today's era of Internet has opened a gate of vast variety of opportunities for businesses. Using social networks, one cannot only share a private picture of one's birthday but also earn customers for one's business and reach them conveniently. The speed and ease with which the digital media transmits information and help boost a business is amazing.

Digital Marketing is generally a wide term which consists of Internet Marketing, Social Media Marketing, Search Engine Marketing. People are becoming highly social and also the use of Internet, Social Media, Applications are increasing and becoming a necessary part of daily activities of every person. Digital Marketing helps a marketer to reach their products for customers via various channels like E-Mail Marketing, Social Media, Websites, E-Commerce, etc. A marketer, before launching any products or services, can conduct a survey online and take responses from potential customers, so that a marketer can launch according to the needs of customers, after analyzing the responses given by them.

Due to the inflow of latest technology and increased bandwidth in urban India the activities of youth on Digital media has attracted viewership of online material. The recent trends of e-commerce websites have given new dimension to marketing which now includes understanding this medium and analyzing its activities by use various analytical tools. This study would like to understand the changing trends of marketing using digital technology, Study the consumer behavior of the youth either on buying or selling goods through quantitative study and explore the possibilities of business activities on this new medium by the new generation The MSMEs are one of the significant constituent of our economy and contributes altogether to nearly 7% of the assembling GDP and 31% of the administrations GDP. They produce around 120 million livelihoods and add to around 46% of the general fares from India. MSMEs have an extraordinary job being developed of country India. By producing enormous number of business MSMEs assists with limiting rustic neediness. In rustic region MSME assists with lessening provincial country lopsided characteristics and over reliance of agribusiness. MSMEs have demonstrated as extraordinary instruments being developed

of in reverse class individuals and ladies strengthening. MSMEs in India assumes a basic job in the financial improvement of the country through commitment to the assembling yield, expanding remote trade income, arrangement of business openings, sends out, and advancing adjusted monetary advancement. India has around 36 million MSMEs giving around 80 million work openings, adding to about 8% of the (GDP) and about 33% of all out assembling yield (Ministry of Micro, Small and Medium Enterprises, 2018). Indian MSMEs are seeing an amazingly powerful and multi-faceted business situation.

Review of Literature:

Till today much work has been undertaken by scholars that highlight the msme aspects of "Impact of Digital Marketing on Micro, Small and Medium Enterprises in Aurangabad District" They have conducted extensive surveys and noted remarkable observation on the condition of the under various titles namely: Aljifri, H. A., Pons, A., & Collins, D. (2003). Global e-commerce: a framework for understanding and overcoming the trust barrier. Information Management & Computer Security, Arendt, L. (2008). Barriers to ICT adoption in SMEs: how to bridge the digital divide? Journal of Systems and Information Technology, Beatty, R. C., Shim, J., & Jones, M. C. (2001). Factors influencing corporate website adoption: A time-based assessment. Information & Management, Danneels, E. (2010). Trying to become a different type of company: Dynamic capability at Smith Corona. Strategic Management Journal, Duncombe, R., & Heeks, R. (2002). Enterprise Across the Digital Divide: Information Systems and Rural Microenterprise in Botswana. Journal of International Development, Gono, S., Harindranath, G., & Berna Özcan, G. (n.d.). The Adoption and Impact of ICT in South African SMEs. Strategic Change, Google India survey (2012) Times of India SME BUZZ Multi Nadeak. (2021) in his article Understanding the Links between Coaching, OCB, and Individual Performance among MSME Employees, These are few scholars who have attempted to highlight the Impact of Digital Marketing on Micro, Small and Medium Enterprises in Aurangabad District.

Digital Marketing :

Digital marketing in India looks like, then reading this blog may be a good headstart! find out about the growth, future, nature, job scope, and a lot more and dive deeper into the scope of digital marketing in India. before we delve into the need and

scope of digital marketing in India.Digital Marketing is the marketing activity of promoting goods/services using digital channels. And today, almost everyone is online. With access to cheap data and affordable smartphones, the number of people across the globe who have access to the internet has increased exponentially.

"Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication". This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel.Essentially, if a marketing campaign involves digital communication, it's digital marketing.

Digital marketing outlines the use of technologies in marketing efforts and business practices with the marketing of goods, services, information and ideas via internet, mobile phones, display advertising and other e mediums. Data driven marketing uncovers various tactics to approach, attract, aware, delight and lead customers to online marketing. Digital marketing has been cited by many acknowledged writers and unlikely state their views to the same. Making reference to this Strauss and Frost define it as: "The use of electronic data and applications for planning and executing the conception, distribution and pricing of ideas, goods and services to create exchanges that satisfy individual and organizational goals". Smith and Chaffey define it as: "Achieving marketing objectives through applying digital technologies". Digital marketing advances business development and brand value ensuring growth and better visibility. With this study author wants to associate the working of digital marketing with SMEs and the past researches in order to fulfill the gap between digital marketing and its usage in SMEs. SMEs need to be ready on the status of digital marketing as comprehensive winning strategies adopted will give a vigorous start on marketing campaigns.

Micro Enterprises:

A micro enterprise is a small business which sells goods and/or services to a local area or a local market. It employs less than 10 people generally and is geographically restricted. Typically a micro enterprise starts with some form of funding – known as micro credit or micro finance.)

Small Enterprises:

Investment in Plant and Machinery or Equipment: Not more than Rs.10 crore and Annual Turnover ; not more than Rs. 50 crore.

Medium Enterprises:

Investment in Plant and Machinery or Equipment:Not more than Rs.50 crore and Annual Turnover ; not more than Rs. 250 crore.

Objectives:

Following are the specific objectives of the study.

1. To identify and examine the factors influencing adoption of digital marketing among micro, small and medium enterprises in Auranabad district.
2. To study the present status of MSME in Aurangabad district.
3. To know the likely impact of digital marketing adoption of micro, small and medium enterprises performance.
4. To find out the actual benefits and barriers of using Digital Marketing.
5. To suggest a remedial measures for the development of digital marketing in the MSME in Aurangabad district.
6. To know the role of digital marketing in employment generation.

Hypotheses:

The present study aims at testing the following hypotheses.

1. Null Hypothesis (H0) There is no effect on due to adoption of digital marketing among micro, small and medium enterprises.

   (H1) There is a positive effect on adoption of digital marketing among micro, small and medium enterprises.
2. Null Hypothesis (H0) There is no effect on product visibility of MSME due to digital marketing.

   (H1)There is a positive effect on product visibility of MSME due to digital marketing.
3. H0. There is no significant relationship between age of the MSME and factors of adoption of digital marketing.

   H1. There is significant relationship between age of the MSME and factors of adoption of digital marketing.

RESEARCH METHODOLOGY:

For the purpose of the present study both types of data are collected from primary and secondary sources.

PRIMARY DATA :

For the purpose of the study Primary data were collected with the help of well structured questionnaire from the adopters of digital marketing, Interview with the entrepreneur Field survey, Discussion with the officials for getting accurate information.

SECONDARY DATA :

Secondary data were collected from the following resources Published data, Journals, Governmental and Other Publication, Research studies, Books and Magazines, Website, News papers and other relevant documents.

SAMPLE DESIGN :

The sample design will be adopted by convenience sampling method for selection of MSME. The focus of this research will be on Impact of Digital Marketing on Micro, Small and Medium Enterprises in Aurangabad District.Out of total 10% respondent will be selected for the research study.

SCOPE OF THE STUDY:

The proposes of study is to confined selected MSME in Aurangabad District only. However attempt will be made to generate the findings wherever situation permits. The purpose of the study is to go in the depth of a Impact of Digital Marketing on Micro, Small and Medium Enterprises in Aurangabad District.

The Statistical analysis of the collected data, For the Analysis used SPSS software as well as other Statistical tools i.e. MS Excel, The data presented in Table form, pictorial, graphical form with interpretation. Also for testing the hypothesis used Z-test & chi-squire test co-efficient of correlation.

LIMITATION OF STUDY:

The limitation of the study will be as follows-

1. This study is limited to Impact of Digital Marketing on Micro, Small and Medium Enterprises in Aurangabad District

2. The reliability of the study depends on the authenticity of the information supplied by the respondents.

3. As the study requires huge data from selected area, cost and time constraints may have affected the effectiveness of the study through every attempt made to keep the spirit of the objective and research methodology.

PERIOD OF THE STUDY :

The study covers a period of 10 years from 2011 to 2020.

CHAPTER SCHEME

The entire study is summarized in following six chapters.

1. Introduction.
2. Research Methodology & Review Of Literature.
3. Profile Of Micro, Small, & Medium Enterprises In Aurangabad District.
4. Impact Of Digital Marketing On Micro, Small And Medium Enterprises In Aurangabad District.
5. Data Collection And Performance Analysis.
6. Summary, Findings And Suggestions**.**

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RESEARCH STUDENT **RESEARCH GUIDE**

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